



# STRATEGIES FOR RECRUITING STUDENTS

---

*An Inside Higher Ed* webinar  
Tuesday, July 8 at 2 p.m. Eastern



# Presenters

- Scott Jaschik, editor of *Inside Higher Ed*,  
[scott.jaschik@insidehighered.com](mailto:scott.jaschik@insidehighered.com)
- Doug Lederman, editor of *Inside Higher Ed*,  
[doug.lederman@insidehighered.com](mailto:doug.lederman@insidehighered.com)



# What This Webinar Isn't About

EDUCATION

## *Best, Brightest and Rejected: Elite Colleges Turn Away Up to 95%*

### ADMISSIONS DATA

#### 7 of 8 Ivy League Schools Report Lower Acceptance Rates

By TANYA ABRAMS MARCH 28, 2013 6:25 PM

9:12 a.m. | Updated This post has been updated to include admission statistics from Dartmouth College.

#### 2013 Ivy League Admission Decisions : Updated March 29, 2013

College / University	Overall Admit Rate	Total Applicants	Accepted	Wait-Listed	Regular Admit Rate	Early Admit Rate
Brown	9.16%	28,919	2,649	N/A	8.07%	18.54%
Columbia	6.89%	33,531	2,311	N/A	N/A	N/A
Cornell	15.15%	40,006	6,062	3,142	N/A	29.50%
Dartmouth	10.05%	22,416	2,252	N/A	N/A	29.48%
Harvard	5.79%	35,023	2,029	N/A	N/A	18.43%
Princeton	7.29%	26,498	1,931	1,395	5.44%	18.30%
U. of Pennsylvania	12.10%	31,280	3,785	2,800	9.40%	24.85%
Yale	6.72%	29,610	1,991	1,001	N/A	14.36%

\* Early admission applicants who were deferred and accepted in regular admission

Updated March 29, 2013



TWEETS BY @STANFORD\_DAILY

Today's top Stanford Daily headlines - http:

#### Class of 2018 admit rates lowest in University history

By: Alex Zivkovic | Desk Editor March 28, 2014 13 Comments

Tweet 78 Like 688

# Everyone Else: Fear, Anger and Uncertainty

From 2013 *Inside Higher Ed* survey of admissions directors:

–Just under 60 percent of admissions directors reported that they had not met their enrollment goals for fall 2013 by May 1 of that year.

–46 percent reported that they were "very concerned" about meeting their targets this year, and another 30 percent were "moderately concerned."

–Per survey by NACAC, more than 250 colleges have openings for students for fall 2014.

–In 2013-14, many of the colleges that announced layoffs cited enrollment shortfalls.



# Everyone Wants the Same Students

## Targets for Increased Recruiting Efforts by Colleges in Year Ahead

Target	Public	Private
Students recruited with merit scholarships	53%	63%
International students	50%	61%
Transfer students	63%	71%
Out-of-state students	53%	65%
Full-pay students	42%	56%

# Looming Challenges

- Changing demographics (fewer well prepared, well financed students)
- Potential end to or limits on affirmative action
- Upper limits of what students and families are willing to pay
- Obama ratings and other efforts may draw attention to college characteristics that not all colleges want to highlight



# Strategy: Defining Enrollment Targets

- Total size
- New regions
- Demographics
- International
- Shrinking as a strategy
- Realism vs. optimism



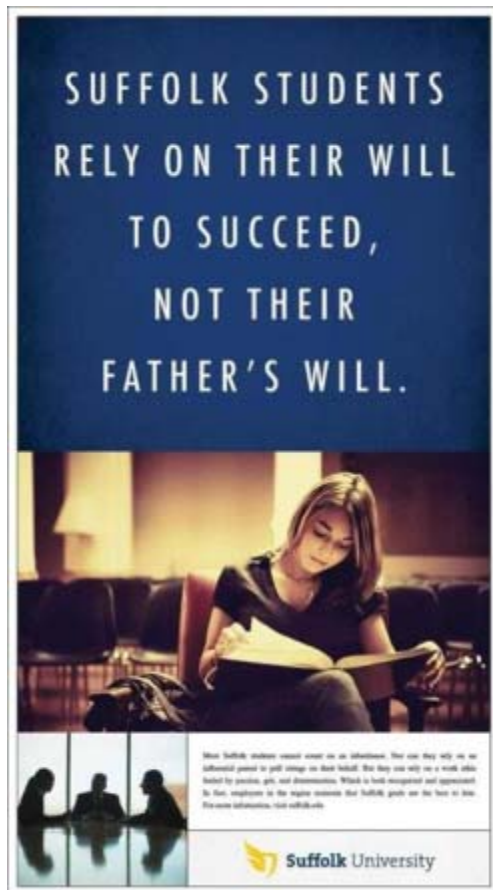
# Strategy: Expanding the Pool

- High school counseling
- The \$6 solution
- More outreach, earlier outreach
- Better paths from community colleges to four-year institutions






# Strategy: Branding Distinctiveness



SUFFOLK STUDENTS  
RELY ON THEIR WILL  
TO SUCCEED,  
NOT THEIR  
FATHER'S WILL.

When Suffolk students commit to an education, they can't help but be an influential parent to good things in their future. But they can only be a work ethic fueled by passion, grit, and determination. Which is both recognized and appreciated. In fact, employees in the region recognize that Suffolk grads are the best to hire. For more information, visit [suffolk.edu](http://suffolk.edu)

 Suffolk University

WHEELOCK  
COLLEGE

ARE YOU TOUGH  
ENOUGH...

to inspire a world  
of good?

 MAIN MENU



WHY THE [REDACTED] SHOULD I CHOOSE OBERLIN?

7 ❤️

BECAUSE AFTER YOU LEAVE YOU'LL BE SO [REDACTED] FASCINATED  
WITH, AND WANT TO LEARN ABOUT, EVERY [REDACTED] NG THING.

## Colleges that Change Lives

The book *Colleges that Change Lives* included Wheaton on this select list of 40 schools. Author Loren Pope said, "Wheaton is often called the Harvard of the evangelicals, but that moniker does not do it justice because it is head, shoulders, and heart above Harvard in its concern with good moral compasses and strong value systems, as well as in the percentage of future Ph.D.s it has turned out."

# Strategy: Cutting (or Freezing) Tuition

## ANNOUNCED CUT VS. ACTUAL SAVINGS:

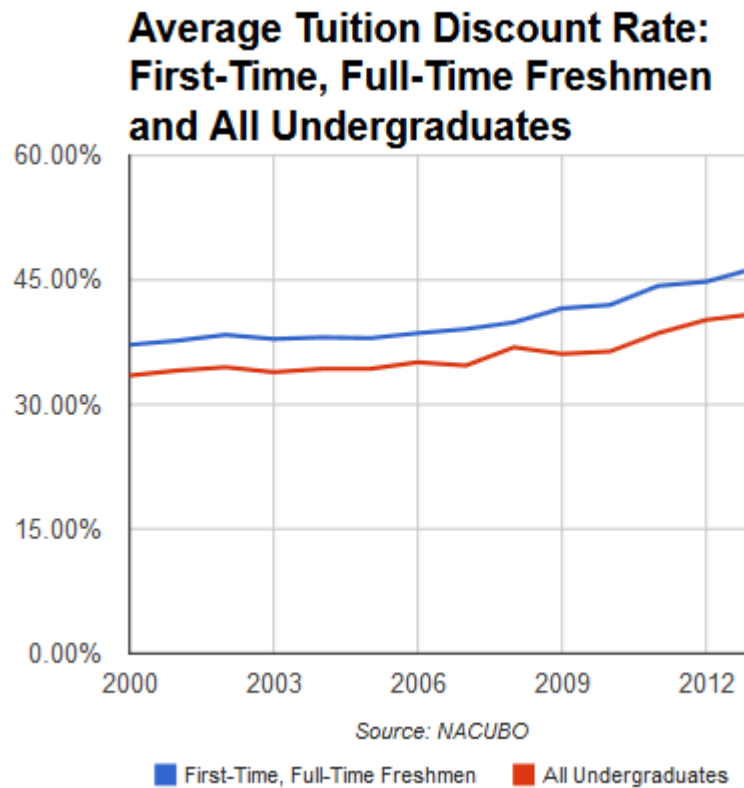
Announced cuts and savings at Converse were...

**43%**, from sticker price of **\$29,000**

to sticker price of **\$16,500** ....But, really, the average students last year paid just over **\$17,000**.



# Strategy: Deeper Discounts



# Strategy: Go International

- Recruiting international students
- Impact of new approach by NACAC, pathways programs
- Use of MOOCs
- Exporting courses



# Strategy: Focus on Those Partway There



**Colorado State University**  
OnlinePlus

## Finish Your Bachelor's Degree

Complete your undergraduate degree online from a respected university with the nation's highest level of accreditation

Complete your undergraduate degree online from a respected university with the nation's highest level of accreditation

**Your Degree on Your Schedule**

We offer flexible, online undergraduate degree programs that allow you to balance school with your current career and family commitments – customizable curricula that give you the skills employers crave.

**Education that's Worth It**

Those who complete their bachelor's degree earn more than 50% more per year than those with some college or no degree at all.

**A Diploma Employers Respect**

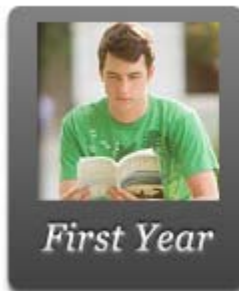
CSU is one of the nation's best universities, as ranked by U.S. News and World



A photograph of a woman with brown hair, wearing a blue shirt, sitting at a wooden desk. She is smiling and looking at a laptop computer. There are yellow flowers in a vase and a coffee cup on the desk.

# Strategy: Focus on (Post-Graduation) Jobs

- Branding about careers
- Statistics about jobs
- Services to help graduates find jobs
- Adding programs that are perceived to train students for jobs



# Strategy: Amenities





# Strategy: Different Approach to Summer

- Going after students well after May 1
- Adjustments in aid packages
- Fighting against ‘summer melt’





# Resources

- Booklet of articles on recruiting students:  
<http://www.insidehighered.com/download/form2.php?width=500&height=550&iframe=true&title=Strategies%20for%20Recruiting%20Students%20booklet&file=strategies-recruiting-students%20final.pdf>
- Report on 2013 survey of admissions directors:  
<http://www.insidehighered.com/news/survey/feeling-heat-2013-survey-college-and-university-admissions-directors#sthash.0M1Eezsl.dpbs>

# Question and Answers

- Your questions
- Your suggestions for future coverage

# With thanks ...

*Inside Higher Ed's* “Strategies for Recruiting Students” webinar was made possible with the advertising support of Sparkroom, provider of fully transparent, analytics-based strategies designed to achieve your higher education enrollment marketing objectives.

